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Regional Conference on Breastfeeding Education and Trainer of Trainer Workshop, The Magic Drop: Supporting Mothers Along The Journey. For Health Care Professionals in Belgium, Ireland, The Netherlands and the United Kingdom

### People

Deadline: 28 Mar 2025

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Type:	Workshop
Location:	London, United Kingdom of Great Britain and Northern Ireland
Date:	27 Mar 2025 to 28 Mar 2025
Duration:	2 Days
Programme Area:	Special event
Website:	<a href="https://unitar.org/sustainable-development-goals/people/our-portfolio/breastfee...">https://unitar.org/sustainable-development-goals/people/our-portfolio/breastfee...</a>
Price:	\$0.00
Event Focal Point Email:	bei@unitar.org
Partnership:	CIFAL City of London (3304), , Danone

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### BACKGROUND

Breastfeeding is an essential first step on the road to a healthy future for children. But in addition to being a fundamental element in health and well-being, breastfeeding is also **a priority in global development efforts to create healthier more inclusive and prosperous societies.**

The United Nations Institute for Training and Research (UNITAR), through its **Breastfeeding Education Initiative (BFEI)**, is dedicated to advancing optimal breastfeeding practices. Through its five (5) pillars the BFEI offers learning and training opportunities, which aims to improve breastfeeding initiation and duration rates, raise awareness about its importance among health professionals, mothers, and caregivers, and provide practical support for breastfeeding mothers at home, in healthcare settings, workplaces, and within the broader community.

The five (5) pillars of the BFEI are:

1. E-Learning courses – Magic Drop Course in 14 languages
2. Learning platform – Webinar, Microlearnings, library of free courses
3. *Conferences & Training of Trainers – face to face delivery of Magic drop with specific focus of in country priorities, e.g. Sub-Saharan Africa (HIV & protocol for Breastfeeding), Central America (C-Section & impact on breastfeeding rates)*
4. Stakeholder Engagement – sharing BFEI with key stakeholder
5. Global Dashboard – a global view of beneficiaries trained

According to data from the United Nations Children’s Fund (UNICEF), despite the important benefits of breastfeeding, widely disseminated worldwide, Europe only has a reported 25% of children who are exclusively breastfed for the first 6 months of life.

The World Health Organization (WHO) and UNICEF emphasize the urgent need to improve access to expert breastfeeding support to extend its duration and promote exclusive breastfeeding, which benefits babies, families, and economies alike. Their analysis suggests that increasing exclusive breastfeeding rates could save the lives of 820,000 children annually.

Under pillar three, the next Regional Conference on Breastfeeding Education and Training of Trainers, scheduled for March 2025, will focus on the following European countries: Belgium (11.8%), Ireland (15%), The Netherlands (18%), and the United Kingdom (1%). These rates reflect the percentage of children

exclusively breastfed for the first six months of life.

The World Health Organization (WHO) and UNICEF indicate that there is a need to improve access to expert advice on breastfeeding to extend its duration and promote exclusive breastfeeding as it has benefits for babies, families and economies. In fact, their analysis concludes that increasing rates of exclusive breastfeeding in some countries could **save the lives of 820,000 children each year**.

Aligned primarily with **SDGs 2 and 3**, promoting breastfeeding education includes eliminating hunger, improving nutrition, and promoting health and wellness.

UNITAR in close collaboration with CIFAL City of London, United Kingdom are honored to host the Regional Conference under the theme **“The Magic Drop: Promoting Breastfeeding Education in Europe”** It will bring together representatives from the countries of selection with the objective of promoting the exchange of best practices, the protection and promotion of breastfeeding, and the establishment of breastfeeding rooms.

Immediately following the Regional Conference, the Training of Trainers Workshop will take place in London, 2025, bringing together nurses and midwives from entities and associations that have the ability to replicate and disseminate knowledge in their countries in order to contribute to improve skills and knowledge on breastfeeding practices.

## EVENT OBJECTIVES

### Description

The Regional Conference under the theme **“The Magic Drop: Promoting Breastfeeding Education in Europe”** seeks to provide training and learning tools to help improve breastfeeding initiation and duration rates, as well as women’s knowledge and skills in this regard.

### Description

The Workshop is based on an interactive, learner-centered, one-day “Training of Trainers” approach. It will bring together fifty (50) Health care professionals for the purpose of strengthening their skills and knowledge of breastfeeding practices, while providing them with tools to train expectant mothers and their

partners.

The Training of Trainers will also use **UNITAR's Knowledge Management Methodology**, which is based on techniques that allow participants to appreciate the experience of their peers as reflected in their own practices and apply what they find useful to their own contexts.

## LEARNING OBJECTIVES

### Conference Objectives

The Regional Conference will bring together representatives from European countries to achieve the following objectives:

- Promote the exchange of knowledge and best breastfeeding practices through learning and training to improve breastfeeding initiation and duration rates in the Region.
- Communicate the importance of breastfeeding to health professionals, mothers/caregivers/ partners.
- To provide practical tools to support breastfeeding mothers at home, in health centers, in the workplace and in society
- Raise the awareness of the Breastfeeding Education Initiative

### Training of Trainers Learning objectives

At the end of the Training of Trainers Workshop, participants will be able to:

- Understand the scientific basis of breastfeeding.
- To describe the impact of breast milk and breastfeeding on maternal and child health.
- Understand the major structural and individual challenges women face in initiating and continuing breastfeeding.

It will provide participants with the necessary knowledge to:

- Develop practical tools to support breastfeeding mothers at home, in the health center, in the workplace and in society.
- Communicate the importance of breastfeeding to health professionals, mothers, caregivers/ partners.

- Support breastfeeding mothers at home, at the health center, at work and in the community.

#### Performance indicator

- Number of participants that have attended the Training of Trainers Workshop
- Number of certifications provided to trainees
- Percentage of participants indicating learning and possibility of disseminating workshop content.

## CONTENT AND STRUCTURE

The **Regional Conference on Breastfeeding Education** aims to serve as a platform for 100 policymakers, health professionals, researchers and advocates to meet, share knowledge and discuss strategies to promote breastfeeding. Meanwhile, the Training of Trainers workshop seeks to prepare 50 confident and competent trainers, with the necessary skills to plan, carry out and evaluate breastfeeding education training.

The Training of Trainers will also use **UNITAR's Knowledge Management Methodology**, which is based on techniques that allow participants to appreciate the experience of their peers as reflected in their own practices and apply what they find useful to their own contexts.

## METHODOLOGY

This methodology consists of several processes of self-assessment and transmission of experiences and best practices to improve an organization's performance or develop its capacities. It also includes several tools that provide a common language for the exchange and adaptation of experiences shared by participating cities, as well as a roadmap for action and progress. The process aims to maximize peer-to-peer learning among local government officials, local leaders and key stakeholders. Participants share their knowledge, experiences, best practices and lessons learned to build a strategic action plan based on collaboration.

It will be based on content developed and delivered by the Global Breastfeeding Education Initiative.

Three modules, based on UNITAR's course entitled **The Magic Drop: Supporting Mothers Along the Journey**, which provides tools for breastfeeding education, will be covered during the workshop. Subject matter experts will teach the course, which will then be made available online for ongoing use.

## TARGETED AUDIENCE

Health Care Professionals: The Regional Conference on Breastfeeding Education aims to serve as a platform for 100 policymakers, health professionals, researchers and advocates to meet, share knowledge and discuss strategies to promote breastfeeding. Meanwhile, the Training of Trainers workshop seeks to prepare 50 confident and competent trainers, with the necessary skills to plan, carry out and evaluate breastfeeding education training. ( **From: Belgium, Ireland, The Netherlands and the United Kingdom** )